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Farm Family Looks into Living for 1942

A broadcast by Miss Ruth Van Deman, Bureau of Home Economics, and Mr. Wallace Kadderly, Office of Information, Wednesday, November 12, 1941, in the Department of Agriculture period of the National Farm and Home Hour, over stations associated with the NBC Blue Network.

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WALLACE KADDERLY:

Here we are in Washington ... and ready to take another look forward into 1942.

Recently Frank George of the Bureau of Agricultural Economics gave us the 1942 outlook for farm production. From the men in his Bureau he brought the word that agricultural prices and income will average higher in 1942 than in 1941.

Now, Ruth Van Deman's here to give us the outlook on the home side. The women on the home economics staff have been studying the price and supply situation in relation to farm family living ... and with that as a lead, Ruth, do you want to pick it up and carry on from there?

RUTH VAN DEMAN:

Glad to, Wallace.

The big fact that seems to be taking shape is that farm families in general will have more money in their pockets in 1942 than this year or last year. That means more money to buy things with, or to use in paying off the mortgage, or laying by for a rainy day.

KADDERLY:

That bears out what Mr. George said about production. The way things look now farm food production will reach an all-time high in '42 and prices will average higher for what the farm has to sell than has been the case recently. But isn't it true also that prices will be higher at the store for things the farm family buys?

VAN DEMAN:

Yes, that's the not-so-rosy part of this picture. The dollars won't buy as much. And another thing we've got to face is this. The materials and the workmen needed to make some of the things we've been planning to buy have to go now into military supplies. So some of the things we've looked forward to buying just won't be in the stores. And we'll see many changes even in what is there - changes in quality, changes in materials. It's plainer every day that our defense needs have to come first.

KADDERLY:

To bring it right down to cases, isn't this it? We can't have automobiles, and washing machines, and vacuum cleaners, and refrigerators, and so on, "as usual."

VAN DEMAN:

Not for the present. In normal times we point with pride to our convenience and comforts as part of our American way of living. But these are not normal times.

(Over)

KADDERLY:

And the result is we've got to make guns, and planes, and tanks now to protect our right to have these comforts and conveniences later. I'm sure you home economists have your eyes on the homes of the future just as much as the homes of today.

VAN DEMAN:

Very much so. And naturally more labor-saving equipment for the home ... any ways of lightening the ways of washing, and ironing, and housecleaning ... are planks in the home economics platform. But as you say, Wallace, we can't go ahead "as usual" with our plans now.

So the people closely in touch with the price and supply situation have this to say to the woman who finds herself with more cash than usual to spend. Think twice before contracting to buy mechanical devices and other durable goods. Right now they represent metals, and materials, and man-hours needed in the defense effort. If instead of buying now, you put your extra money into the bank, or invest it in Government savings bonds, you may be doing yourself and your country a greater service.

Sometime this terrific world nightmare we're living in now, must be over, and our need for military goods will lessen. Then factories will be ready to shift back to making peacetime goods. If they have a backlog of orders all rolled up ready to go to work on, they can keep their employees on the payroll. But that can happen only if families have the wherewithal to pay for the goods.

KADDERLY:

What's sauce for the goose is generally sauce for the gander.

VAN DEMAN:

By that I take it you mean what's good making and selling for factory people is generally good growing and selling for farm people?

KADDERLY:

Exactly. Farmers must have a continuing, steady market for the food and raw fiber they have to sell if they're to make a go of it. And farm products can't move off the farm at a good price, unless there's cash in the pockets of people in the towns and cities to buy those farm products.

VAN DEMAN:

You've put your finger on something there, Wallace. Something we all need more of - that's the grace and wisdom to see things from the other fellow's end as well as our own. If we can just keep all of this economic picture in mind and work on it, maybe we can keep out of the big boom and the deep dark depression that came after World War I.

KADDERLY:

I notice you say "keep all this economic picture in mind and work on it." You know it's pretty hard for most of us to believe that just our own few little purchases are going to make any impression on the national economy.

VAN DEMAN:

I know, what we each buy seems so small ... so much a personal matter between our own pocketbook and the store.

By the way -- speaking of careful doing and good care of what you have -- have you signed the pledge today?

That would save waste of food and waste of steps. And, by the way, in line with this idea of stopping waste I have a pledge blank.

KADDERLY:

Signed the pledge? What for?

VAN DEMAN:

This is War-against-Waste Day, in Civilian Defense Week.

KADDERLY:

So it is. I'd like to see that pledge. I've heard about it.

VAN DEMAN:

By all means read before you sign.

KADDERLY:

"As a consumer, in the total defense of democracy, I will do my part to make my home, my community, my country ready, efficient, strong....I will buy carefully. I will take good care of the things I have. I will waste nothing." ... Yes, I'll sign that, gladly. And then what?

VAN DEMAN:

We'll send it to Miss Harriet Elliott in the Office of Price Administration here in Washington, along with the millions of others that are being signed and sent to her today. ...

KADDERLY:

Maybe this is a little off-side from the farm family living outlook for 1942.

VAN DEMAN:

No, I think it's a major part of it. With emergency situations developing overnight on so many raw materials, it's more important than ever to lengthen the life of what we have by good care. And that goes for everything from cars to coats, to rugs to radios, to shoes to saucepans.

KADDERLY:

On the side of what to put in the saucepans - that is food - many farm families are working out careful plans for producing more of their own food supply, as part of the food-for-freedom campaign.

VAN DEMAN:

Yes, for lots of farm families that will add \$300 or more to the family budget - not in cash of course, but in grand fresh food - vegetables right out of the garden ... eggs to eat the day they're laid ... milk straight from the cow. That's where the farm family has the edge on city folks. The farm family can grow lots of its own vitamins - whether prices rise or fall.

VAN DEMAN: (Cont.)

Well, this just touches on a few of the high spots the farm family can look forward to in 1942.

KADDERLY:

I suppose the Extension people, that is - the home demonstration agents and others, will be holding county meetings and helping farm homemakers plan their budgets again this year ... using all this price and supply information the Bureau of Home Economics has collected as a background.

VAN DEMAN:

All over the country, yes. Some meetings are going on now. And there'll be more right through January and February.

KADDERLY:

Now, Ruth, to change the subject to Thanksgiving turkey. A lot of people have been asking me about our annual turkey broadcast - with a real roast turkey - up here to demonstrate on. You see you built up a tradition.

VAN DEMAN:

Three times and it's a tradition, is it? Well, you see with our food laboratories 17 miles out at Beltsville it isn't so easy to get that hot roasted turkey from the oven down here to the studio all beautifully brown and juicy.

KADDERLY:

But you still have that nice little blue and white folder telling how to roast a turkey all beautiful brown and juicy.

VAN DEMAN:

Oh yes, if you'll take the recipe for the real turkey, certainly we can oblige.

KADDERLY:

Well in place of our annual turkey broadcast, Farm and Home friends, the Bureau of Home Economics according to what Ruth Van Deman says will be glad to send you directions for roasting the Thanksgiving bird.

(Ad lib offer of "Poultry Cooking".)

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